

Immigration and Lifestyle Area of Focus Workshop Notes - Wednesday 7 March 2007

Leverage of the International

Iconic Images – Geothermal, Cultural, Adventure Tourism

- Hyperlink to investment/work
- Use what we have/ build on it, promote existing manufacturing 2nd
- Expand the dimensions in age by which Rotorua is seen
- Get the facts, especially safety, across

Two Target Groups

Clearly define what sets us apart from other cities (highlight) – mountain biking, lakes, no traffic, central location corporate, no fees Waiariki, Retirement groups and families

Packages:

Visitors Guides for people who arrive in NZ/ Handouts

- Target **all** incoming
- Conference Groups
 - Sports Teams

“WE WANT YOU”

- Clear concise message
- Buy in from the whole city
- CBD Revitalisation – shops open on Sunday’s
- Promoting facts (realities) especially to locals as they are **not** flowing through
- Infrastructure for partners who are **not** going into the workforce 0800 number
- More positive media coverage
- Community awareness/buy in
- Media on board/buy in
- Sort out local perception with facts first
- Expose opportunities more/better
- Talk ourselves up
- No apathy
- Compare with other centres, knocking their travel times etc (golden hr)
- National and International media exposure of the facts
- Buy in from employers
- Encourage quality attitude skill
- Register of employers with (open) job specifics
- Recognition of achievement within the community – tell everyone
- Short sharp concept to promote “We Want You” (eg Whakatane media campaign)
- Proactive sympathetic council towards new development to encourage biz growth (including industrial), set zones

DOMESTIC }
IMMIGRANT } different messages,

- Include ex pats
- Integration into the community
- Recognition of cultures, the Rotorua experience

- Facts, figures about academic achievements and schools on website
- Difference in housing types brick/wood explained for new comers, overcome perception of quality, difference in heating types
- How to retain immigrants, Think!
- Perception of Maori with NZ and international - FACTS
- Immigration policy – investment category
- Education – target universities taking school leavers to Rotorua
- Is geothermal activity a concern
- Growing North – Rotorua verses Ngongotaha (physical movement)

Resources available:

- hand stats /facts
- Comments
- Success stories
- Case studies from immigrants
- Provide contacts, buddy system – verbal ambassador
- Change local perceptions
- Trade associations in the UK – direct marketing
- Short term (furnished) accommodation
- People within Rotorua - friends and family
- Recognition of Skills

Celebrate Success:

- Waiariki results- need to profile their graduates – alumni
- High School successes
- Stories of Young Achievers – with follow up “Where are they now” 10-20 years on
- **Target** message to spouse family of the perspective employee about housing, lifestyle, schools
- Build their confidence – use web links and video messages
- Spouse **ok** = Employee **ok**
- Infrastructure enabled by visitor industry providing more facilities for less people
- Primary and secondary more holistic development pass in Rotorua
- academic/sport/culture
- Role of honour – academic success – business wealth (tall poppy)